

## ORDER



**Orders**  
**Order / Rev:** 202073  
**Alt Order #:** 06847439  
**Product Desc:** 8/27-9/2 60 PLUS ASSOCIATION  
**Estimate:** 378  
**Flight Dates:** 08/29/12 - 09/04/12  
**Original Date / Rev:** 08/28/12 / 08/28/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/60 Plus Association  
**Demographic:** A50+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN15791  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/02/12	8	\$6,500.00	\$5,525.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$6,500.00	\$5,525.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$6,500.00</b>	<b>\$5,525.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	5%	\$6,500.00
Market	100%	\$130,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	35%	\$45,500.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	43%	\$55,900.00
WTVZ	0%	\$0.00
WVEC	17%	\$22,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/31/12	08/31/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
HOUSE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	----F--	1		\$600.00	0.00							
E 2	WVBT	08/31/12	08/31/12	Fri Hour 2 Fri 9-10p	CM	9-10p	----F--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00

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Advertiser: POL/60 Plus Association  
 Product Desc: 8/27-9/2 60 PLUS ASSOCIATION  
 Estimate: 378

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
BONES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	----F--		1		\$600.00		0.00				
E 3	WVBT	09/01/12	09/01/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S)----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SATURDAY LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-		1		\$1,000.00		0.00				
E 4	WVBT	09/02/12	09/02/12	FOX News Sunday Fox News Sunday	CM	10-11a-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
FOX NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S		1		\$100.00		0.00				
E 5	WVBT	09/02/12	09/02/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SUNDAY LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S		1		\$1,200.00		0.00				
E 6	WVBT	09/01/12	09/01/12	College Football College Football	CM	College Football-----S-	:30	3	\$1,000.00	P1	0.00	NM	3	\$3,000.00
FOX COLLEGE FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-		3		\$1,000.00		0.00				
Totals												8	\$6,500.00	